



# Marketing & Promotion

## Competing in a Moving Market



Advertising feature

Personal, prompt service in designing, creating and installing your signs.

First impressions count



graphic design digital printing signage

www.shoalhavensigns.com.au

ph: 4443 4140

# Signs of the times

SHOALHAVEN Signs is based in Tomerong, an ideal location for not only the Shoalhaven area but also the Eurobodalla and Illawarra regions.

Andrew Brkic has only recently taken over the business from his parents Joseph and Debbie Brkic.

He is young and up to date with the latest graphic and design software and backed by a great professional team.

Andrew was apprentice of the year two years running, along with taking the silver medal in WorldSkills Australia National Competition in 2012.

Shoalhaven Signs specialise in vehicle graphics, lightboxes, reception and internal signage along with window graphics and hand painted signs.

They can assist in the designing process through to installation, or if you have already designed your



Shoalhaven Signs' Andrew Brkic won silver following the 2012 WorldSkills Australia National Competition.

graphics they can print from your file which can be as easy as e-mailing or dropping in a flash drive to the office.

Shoalhaven Signs is also interested in helping the

community and participates in Relay for Life and Operation Christmas Child.

At Shoalhaven Signs you can be assured of quality, prompt, courteous and honest service.



How many eyes do you want on your business?

# Numbers can say anything...right?

Well these say **WOW!**



## Year to date

[southcoastregister.com.au](http://southcoastregister.com.au)

has attracted **311,941 Unique Visitors**

and received **3,952,255 Pageviews**

Google Analytics report Jan 1 - Sept 10, 2013

Reaching more people across print and online every day. Have you opened or logged on to the South Coast Register today?



Like to find out first? Like us on facebook and we will keep you in the know!

2360978



The South Coast Register's website has had 3.9 million page views so far this year.

# Greater opportunities for advertisers

WHEN it comes to making marketing choices for your business, decisions are becoming much more complex.

With an ever increasing fragmentation of traditional media and so many online and digital options including social media, it can be overwhelming.

Once the South Coast Register was simply a newspaper, now it is a media company reaching a fast growing audience across two platforms.

Readers access the Register's news and information across both print and website platforms and one third of the online audience access it from a mobile device.

"Our business is different every day - change is the status quo," South Coast Register manager Rachael Thornett said.

"What is consistent, is the number of people who are reading our news - in print and online, it is greater than it has ever been and still growing."

So far this year, the South Coast Register website has received 3.9 million page views with browsers looking at an average of five pages per visit.

A total of 311,941 unique visitors have browsed the South Coast Register site in that time.

This is a tremendous audience on top of the print coverage across the South Coast Register and the Shoalhaven & Nowra News.

With 60 per cent of visitors returning to the site, the South Coast Register website has a regular following on top of a reasonably stable readership base.

The local content is first class and is what people want when they are engaged with their

community.

This presents a great forum for local businesses to communicate with the local market - engagement is high, consistent and increasing.

"Our editor John Hanscombe often says that local business cannot afford not to be on our website, particularly when the big stories break and our page views go through the roof," Mrs Thornett said.

"If only advertisers could predict when this will happen.

"We have many options for advertisers to reach our increasing audience and more businesses are asking about our online options."

Options can be tailored to suit the needs of your business and may involve print, online or a combination of the two.

Both short term and long term options are available.

With online, you can choose to pay for the number of eyes you want to see your ad.

Google keeps track of how many times your ad appears on the screen in view of the browser - you only pay for what you receive.

The South Coast Register's audience trusts the brand and the editorial integrity.

This level of engagement is what businesses buy into when they advertise across our platforms.

To explore where the opportunity lies for your business, the friendly sales team at the South Coast Register would be excited to discuss your needs.

Give Rachael Thornett or the sales team a call on 44219123 or email [rachael.thornett@fairfaxmedia.com.au](mailto:rachael.thornett@fairfaxmedia.com.au)



# Marketing & Promotion

## Competing in a Moving Market



Advertising feature

### Give your printing a professional touch

DIRECT Printing has been established in Nowra for over 20 years.

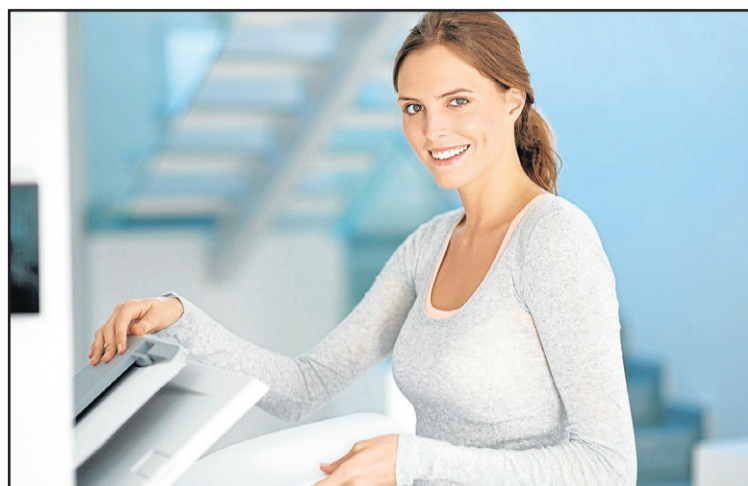
In October, the trusted business will move to newer premises (formerly a dress shop) at 94 Kinghorne Street, Nowra.

Direct Printing can give its customers an updated service, with its new machinery – high-quality digital colour and black and white printing, as well as laminating and book binding – either comb or wire binding.

A commercial printing office, Direct Printing makes business and personal stationery including business cards, invoices, quotations, receipt books, brochures, letterheads, labels, coasters and booklets.

Photocopying and high-quality digital printing services can sometimes be done while you wait.

Direct Printing offers free quotes and can prepare



**Direct Printing can make your business look good on paper.**

artwork, or can help give your own a professional look.

Direct Printing can also scan pictures and burn to CD or flash drive or email directly. As a specialty service to

customers, Direct Printing can also provide funeral memorial cards and service booklets.

Just phone or email [directprinting@bigpond.com](mailto:directprinting@bigpond.com) for a free quote.

**Let us do all the hard work!**

friendly and professional service  
colour and black & white printing  
brochures ~ business cards  
laminating and more...

84a Kinghorne St, Nowra | p: 4421 5684 | [directprinting@bigpond.com](mailto:directprinting@bigpond.com)

### Energy boost for retail display

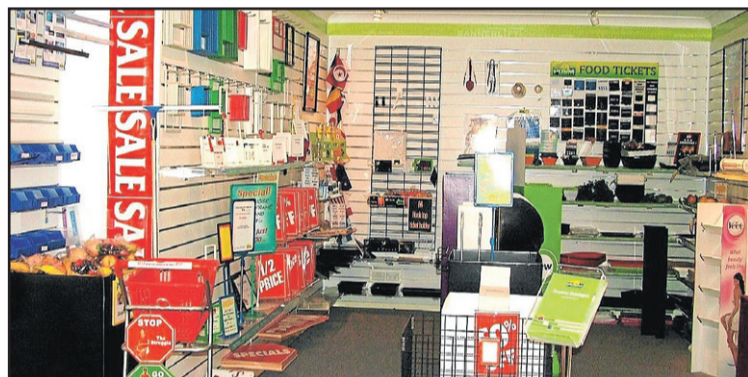
IF you need assistance with retail display, Posm Solutions is certain to have a display solution suitable for your needs.

Posm Solutions has innovative and clever products to improve store presentation, whether you have a small boutique, a large supermarket or something in between.

Dump bins, shelf management, stock control items, aisle flags, brochure holders and merchandisers are all part of the Posm Solutions range.

Cardboard merchandising is a clever way of branding and displaying products and might cost much less than you think for custom items.

Posm Solutions is a member of both Ausbuy and Family Business Australia, and has been operating as a successful business since 1985, so it understands small business and is well qualified to assist with improving store presentation and ultimately your bottom line.



**Posm Solutions has a range of display solutions to suit every business need.**

POSМ (Point of Sale Material) Pty Ltd has been operating in Bomaderry since 1990 and recently changed its name to Posm Solutions to reflect the expansion of its products and services to include some other retail solutions such as mould control and refurbishment and building compliance advice. Fresh food display is a Posm

Solutions specialty and there is a large range of trays, bowls and food tickets available to add colour and appeal to food presentations.

The Posm Solutions showroom is at 8 McIntyre Way, Bomaderry and is open Monday to Friday 8.30am to 5pm or check out the electronic showroom at [www.posm.com.au](http://www.posm.com.au)

**2 Tickets in a catered private suite (valued at over \$700), to see this show, could be yours!**

**The first 12 orders over \$1000** (excluding GST & freight), placed at [www.posm.com.au](http://www.posm.com.au) will receive 2 tickets to see Michael Jackson Immortal.

Win Tickets

Orders must be in by 5pm Sept 18th, 2013. Only website orders qualify for this offer.

**Display Solutions to improve Business**

**8 McIntyre Way, Bomaderry 2541**  
**Ph: 1800 045 001**

### Handcrafted care in every design

YOUR business needs an amazing website and unique branding.

Thankfully, that's what Ulladulla Web Design is here for.

We're a boutique web, design and print studio delivering world-class design standards across web sites, logos and branding, business stationary, advertising and more.

Our goal is to ensure you look good on computer screens, mobile phones, tablets and on paper.

We're not just a 'web design' business.

We're a team of highly skilled and passionate graphic designers, user interface designers, user experience experts and software developers who want to help you create a brand and experience that leaves a lasting impression with your

customers and viewers.

Call us 'pixel-perfectionists' and 'code-ninjas'.

We hand-build and hand-code every project, fully custom tailored to your website's needs and business goals without using premade templates or off-the-shelf systems.

Every project is unique.

We consider your user's experience, and ensure our websites gently guide the user to the information they need, all while increasing business metrics.

We'll look after the entire branding, design, and web development process, including search engine optimisation, and web hosting.

See our work, and learn more at [www.ulladullawebdesign.com](http://www.ulladullawebdesign.com) or phone us on 4455 2664.



**Scott Richardson of Ulladulla Web Design can help your business look good online and in print.**

[southcoastregister.com.au](http://southcoastregister.com.au)

**YOUR BUSINESS NEEDS AN AMAZING WEB SITE.**

Thankfully, that's what we do :)

**ULLADULLA WEB DESIGN**

A world class design studio that specialises in building custom websites. Located right here on the South Coast.

**WEB DESIGN | WEB DEVELOPMENT | GRAPHIC DESIGN | BRANDING**  
Business Stationary | Search Engine Optimisation | Web Hosting | Social Media | E-Commerce

[www.ulladullawebdesign.com](http://www.ulladullawebdesign.com) 02 4455 2664